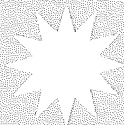


BK - Should  
attend ~~one~~  
sometime

# AGENDA



THE  
EXECUTIVE  
CONFERENCE  
SETTING  
DIRECTIONS  
FOR THE  
PC INDUSTRY

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INFOWORLD  
EDITORIAL  
EVENTS

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155 Bovet  
Road  
Suite 800

San Mateo  
California  
94402

Telephone  
415.  
312. 0545

Facsimile  
415.  
286. 2750

July 6, 1994

John Duhring  
Vice President  
WAIS, Inc.  
1040 Noel Drive  
Menlo Park, CA 94025

Dear John:

You are cordially invited to attend the Agenda 95 Conference, which will be held at the Phoenician Resort in Scottsdale, Arizona, September 18th-20th. Your participation in previous year's conferences helped to make them memorable, and we hope to see you again this year. I have enclosed your personal registration form for review, so you only need to indicate your arrival/departure dates, preferred room type, and include some form of payment. Please indicate if you would like information regarding our companion and children activities.

Last year, Agenda 94 sold out quickly, so please take a few moments to register by fax or by phone. Please review the information already completed on your registration form to make sure it is accurate.

Agenda is the event, now in its eighth year, where senior management of the personal computer industry gather to discuss the key issues facing the industry as it continues to mature. This year, we will be focusing on the role of computing in the development of the information highway compared to the role of other industries, such as video games, telecommunications, television (both broadcast and cable), and publishing. We have already confirmed Bill Gates, Jim Cannavino and our special guest speaker for Tuesday's closing dinner, Steve Forbes, *publisher of Forbes Magazine*. And of course, you can look forward to the old favorites: Sunday's golf and tennis tournaments, sponsored by Cunningham Communication; Sunday night's opening dinner, sponsored by Alex Brown & Sons; the Monday afternoon ice cream social and Tuesday night's dinner ... all in the relaxing setting of the Phoenician Resort. We hope to see you in September!

Sincerely,

Stewart Alsop II  
Conference Producer

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## Agenda 95 Registration Form September 18-20, 1994 The Phoenician Resort, Scottsdale, Arizona

The 8th annual Agenda is sure to sell out. Don't risk being left out of this important conference. Sign up today. Mail or fax this registration form with payment to: Agenda 95, 155 Bovet Road, San Mateo, CA 94402, facsimile at (415) 286-2750. For more information contact us by telephone at (415) 312-0545, by AppleLink at BLANCHE, or MCI Mail at 447-7851.

### Participant Information

John Duhring  
Vice President  
WAIS, Inc.  
1040 Noel Drive  
Menlo Park, CA 94025

**Please be sure to update this information.  
Make changes directly on this form.  
(Please print clearly)**

Name on badge: **John**

Telephone: \_\_\_\_\_

Assistant: \_\_\_\_\_

Facsimile: \_\_\_\_\_

Assistant Phone: \_\_\_\_\_

**If you will be bringing a companion, please complete the information below:**

#### Companion's Information

Full Name \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Name on Badge: \_\_\_\_\_

**Please send me information about:**

Kid's Camp (Funician Club) \_\_\_\_\_

Companion Activities \_\_\_\_\_

☐ (mail this information to the companion address)

### **\$ Conference Payment**

Payment must accompany this registration form. For immediate registration by credit card, please call (415) 312-0545, or you can fax both sides of this form to (415) 286-2750.

\_\_\_\_\_ Check (include number) \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ American Express  
*Please make checks payable to Agenda 95*

#### **Credit Card Billing (Please print clearly)**

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Conference Fee.....

**\$2495.00**



**Plus first-night room deposit for the Phoenician**

(See other side for room prices.).....

**+** \$

This deposit is required for all participants, even those sharing a room.

**Total Payment**.....

**\$**

**Please complete the other  
side of this registration form.**

**For office use only: jduhr**



## Phoenician Hotel Reservations

There is no need to call the Phoenician directly. The Agenda staff will make your hotel reservation. Please remember to keep the Agenda staff posted about any changes including your arrival or departure dates. We can change your arrival date without penalty, if you notify us before **September 14th, 1994**. After September 14th, you are financially responsible for all nights booked. No-shows will be charged the full rate for hotel rooms. You must give the Phoenician 72 hours notice of any change in departure or you will be charged for any unused nights.

### Arrival Date

☐ Friday, September 16  
☐ Saturday, September 17  
☐ Sunday, September 18  
☐ Monday, September 19

### Departure Date

☐ Monday, September 19  
☐ Tuesday, September 20  
☐ Wednesday September 21

Please note that check-in time at the Phoenician is 4:00 p.m. and check-out time is noon.  
If you're sharing a room with another attendee, please provide their name so we don't double book the room.

Room Type (where applicable, please check whether you prefer a one or two-bedroom suite)

☐ If sharing a room, please provide the name:

Name: \_\_\_\_\_

☐ **Guest room:** \$225.00 per night  
Private Lanai Deck, 1 bedroom

☐ Single (one king bed) or ☐ Double (two double beds)

**Casita Suite:** Bedroom, living room, bathroom w/ jetted tub, patio, gourmet kitchen. 1000 square feet

☐ 1bd- \$825.00 per night ☐ 2-bd-\$1200.00

**Ambassador Suite:** Parlor, larger bathroom, bedroom and larger balconies, sitting area w/sleeper. 1,000 sq. feet

☐ 1 bd -\$775.00 per night ☐ 2 bd - \$1,150.00 per night

☐ **Governor Suite:** \$875.00 per night  
Separate bedroom, two closets, dining area and wet bar, pull out sofa. 1200 square feet

**Executive Suite:** Living room with two sofas (one sleeper) and wetbar, dining table for eight, master bedroom, and full bath, two patios. 1,400 square feet.

☐ 1-bd -\$925.00 per night ☐ 2 bd-\$1,250.00 per night

## Transportation Information

The Phoenician Resort is located at the base of Camelback Mountain, resting against the southeast side of the mountain on 130 acres just nine miles from Phoenix Sky Harbor International Airport. Information regarding rental cars, shuttles, limousines and driving instructions will be included with your confirmation letter. Please note that each person is responsible for their own airline reservations and ground transportation.

## Shirt Size

☐ Medium ☐ Large ☐ X-Large ☐ XX-Large ☐ XXX-Large

## Cancellation Policy

Please review our strict cancellation policy. There are no exceptions.

- Registrations are not transferable
- Conference registration fees are refundable until **September 2, 1994 less a \$200 service charge**. After September 2, there are no refunds for cancellations
- The hotel deposit is refundable up to **September 14th, 1994** and is not refundable after that time
- All cancellations must be made in writing

If you have any questions, please contact Blanche McDade at (415) 312-0545, by fax at (415) 286-2750, by AppleLink at BLANCHE, or MCI Mail at 447-7851.